

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>168943</b>
	<b>Alt Order #:</b>	<b>06365766</b>
	<b>Product Desc:</b>	<b>RESTORE OUR FUTURE</b>
	<b>Estimate:</b>	<b>2096</b>
	<b>Flight Dates:</b>	<b>10/10/12 - 10/16/12</b>
	<b>Original Date / Rev:</b>	<b>10/08/12 / 10/08/12</b>
	<b>Order Type:</b>	<b>GENERAL</b>

WDJT-TV-LP

Primary AE: Matthew Norten  
Sales Office: HDC  
Sales Region: NAT

Agency	Name:	<u>Mentzer Media Services</u>
	Buying Contact:	<u>Elise Cloyd</u>
	Billing Contact:	<u>600 Fairmount Ave. #306</u>
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Restore Our Future
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00 \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	28	\$50,000.00	\$42,500.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$50,000.00	\$42,500.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$50,000.00</b>	<b>\$42,500.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

### Order Share

WDJT-TV-LP	20%	\$50,000.00
Market	100%	\$250,000.00

## Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$57,500.00
WITI	25%	\$62,500.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	32%	\$80,000.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/10/12	10/12/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		3			\$600.00			0.00			
E 2	WDJT	10/10/12	10/12/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		3			\$1,500.00			0.00			

